

Message Text

UNCLASSIFIED

PAGE 01 SEOUL 06348 291010Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 PASS-00 /018 W

-----000343 291156Z /53

R 290355Z JUL 77

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 5405

INFO USDOC WASHDC

UNCLAS SEOUL 6348

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: U.S. ELECTRONICS 77, SEOUL, SEPTEMBER 26-30, 1977

TO: FAIRCHILD CAMERA & INSTRUMENT CORP.

SYSTEMS TECHNOLOGY DIV.

1725 TECHNOLOGY DR.

SAN JOSE, CA. 95110

MR. JAMES D. BOWEN, VICE PRESIDENT & GENERAL MANAGER

TELEX NO: 910-338-0558

1. U.S. ELECTRONICS 77 IS AN EXHIBITION OF ELECTRONIC COMPONENTS AND ELECTRONIC PRODUCTION AND TEST EQUIPMENT TO BE HELD IN THE U.S. TRADE CENTER AT THE AMERICAN EMBASSY, SEOUL, SEPTEMBER 26-30, 1977. THIS WILL BE OUR MAJOR EVENT IN THE ELECTRONICS AREA FOR THE 1977/1978 EXHIBITION SEASON, WHICH WE EXPECT TO BE FURTHER ENHANCED BY THE PARTICIPATION OF U.S. SECRETARY OF COMMERCE JUANITA M. KREPS, WHO WILL VISIT THE EXHIBITION DURING HER OFFICIAL TRIP TO SEOUL.

2. THE RAPIDLY GROWING KOREAN ELECTRONICS INDUSTRY OFFERS EXCELLENT OPPORTUNITIES FOR THE SALE OF U.S. COMPONENTS AND EQUIPMENT. IN 1975, LOCAL PRODUCTION WAS VALUED AT \$860 MILLION, WHILE THE ESTIMATED OUTPUT FOR 1977 IS \$1,400 MILLION, A MORE THAN 60 PERCENT INCREASE IN JUST TWO YEARS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SEOUL 06348 291010Z

3. A SIMILAR SHOW WAS HELD AT THE TRADE CENTER IN JULY 1976. AT THAT TIME THE 9 EXHIBITORS REPRESENTING 27 U.S. MANUFACTURERS, REPORTED OFF-THE-FLOOR SALES OF \$2,095,000 AND PROJECTED 12-MONTH SALES OF \$22,260,000. MORE THAN 1,000 SALES LEADS WERE OBTAINED FROM ALMOST 1,300 VISITORS.

4. WE ARE ALSO CONTACTING YOUR LOCAL AGENT ABOUT THIS EXHIBITION.

I URGE YOU TO ENCOURAGE HIS PARTICIPATION ON YOUR BEHALF, BOTH IN THE EXHIBITION AND IN THE TECHNICAL PRESENTATIONS PROGRAM WHICH WILL ACCOMPANY IT. HE HAS ALSO BEEN PROVIDED WITH A SHORT SURVEY PREPARED BY THE EMBASSY'S MARKET RESEARCH STAFF WHICH PROVIDES ADDITIONAL MARKET DATA AND HIGHLIGHTS THOSE ITEMS DEEMED TO HAVE EXCEPTIONAL SALES POTENTIAL IN KOREA.

5. THERE WILL BE A NOMINAL CHARGE TO EACH EXHIBITOR TO COVER THE COST OF MOUNTING AND STRIKING THE EXHIBITION, A RECEPTION, TECHNICAL, SECRETARIAL, AND OTHER SERVICES, AND MOST IMPORTANTLY, A MARKET PROMOTION CAMPAIGN WITH THE PROVEN ABILITY TO ATTRACT KOREA'S MOST INFLUENTIAL POTENTIAL BUYERS. ALL COSTS OF TRANSPORTATION AND FREIGHT HANDLING MUST ALSO BE BORNE BY THE EXHIBITOR, ALTHOUGH WE WILL ASSIST WITH EXPEDITIOUS CUSTOMS CLEARANCE. BECAUSE OF THE LIMITED SPACE AVAILABLE, YOU OR ASIA TRADING COMPANY SHOULD ACT PROMPTLY TO SECURE A SPACE IN THIS EXHIBITION BY CONTACTING ME OR MR. KIM IL LAN AT THE AMERICAN EMBASSY IN SEOUL. I HOPE YOUR FIRM WILL BE JOINING US IN U.S. ELECTRONICS 77. REGARDS GEORGE A. KACHMAR, DIRECTOR, U.S. TRADE CENTER, AMERICAN EMBASSY SEOUL.

AMERICAN EMBASSY
SEOUL, KOREA
STERN

NOTE BY OCT: PASSED ABOVE ADDRESSEE.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SEOUL 06348 291010Z

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 29-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SEOUL06348
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770272-0533
Format: TEL
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977074/aaaaaczw.tel
Line Count: 94
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: cb2f0467-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1808823
Secure: OPEN
Status: NATIVE
Subject: U.S. ELECTRONICS 77, SEOUL, SEPTEMBER 26-30, 1977 TO: FAIRCHILD CAMERA & INSTRUMENT CORP. SYSTEMS TECHNOLOGY DIV.
TAGS: BEXP, KS
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/cb2f0467-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009